<u>CLAIMS</u>

What is claimed is:

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1. A method for providing targeted advertising content, comprising:

    detecting a change in one or more physical parameter that is representative of a local event associated with a given local environment;

    selecting an advertisement having a predetermined association with the local

10   event detected; and

    delivering the advertisement to a local communicating device associated with the given local environment.

2. The method of claim 1, wherein the local communicating device

15   communicates with a consumer within the given environment by audio performance or video display.

3. The method of claim 1, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet

20   appliance, personal digital assistant, network-connected electronic white goods, and a combination thereof within the given local environment.

4. The method of claim 1, wherein the step of selecting an advertisement comprises searching a database of advertisements and events associated with the

25   advertisements.

5. The method of claim 1, wherein the local communicating device is associated with the given local environment by a factor selected from common location, common owner, or common user.

6.   The method of claim 1, wherein the one or more physical parameter is selected from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.

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7.   The method of claim 1, wherein the identified local event is assigned an event code.

8.   The method of claim 1, further comprising:

10   identifying a consumer profile associated with the local communicating device; and

selecting an advertisement having a predetermined association with the local event detected and one or more aspect of the consumer profile.

15   9.   A computer system comprising:

detection means for detecting a change in one or more physical parameter that is representative of a local event associated with a given local environment;

selection means for selecting an advertisement having a predetermined association with the local event detected; and

20   delivery means for delivering the advertisement to a local communicating device associated with the given local environment.

10.   The system of claim 9, wherein the local communicating device communicates with a consumer within the given environment by audio performance 25   or video display.

11.   The system of claim 9, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet appliance, personal digital assistant, network-connected electronic white goods, and a combination thereof within the given environment.

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12.   The system of claim 9, wherein the selection means for selecting an advertisement comprises search means for searching a database of advertisements and events associated with the advertisements.

10   13.   The system of claim 9, wherein the local communicating device is associated with the given environment by a factor selected from common location, common owner, or common user.

14.   The system of claim 9, wherein the one or more physical parameter is selected

15   from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.

15.   The system of claim 9, wherein the identified local event is assigned an event code.

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16.   The system of claim 9, further comprising:

     identification means for identifying a consumer profile associated with the local communicating device; and

     selection means for selecting an advertisement having a predetermined

25   association with the local event detected and one or more aspect of the consumer profile.

17.   A computer program product including instructions embodied on a computer readable medium, the instructions comprising:

detecting instructions for detecting a change in one or more physical parameter that is representative of a local event associated with a given local

5   environment;

selection instructions for selecting an advertisement having a predetermined association with the local event detected; and

delivery instructions for delivering the advertisement to a local communicating device associated with the given local environment.

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18.   The computer program product of claim 17, wherein the local communicating device communicates with a consumer within the given environment by audio performance or video display.

15   19.   The computer program product of claim 17, wherein the local communicating device is selected from the group consisting of a radio, computer, television, intercom, internet appliance, personal digital assistant, network-connected electronic white goods, and combinations thereof within the given environment.

20   20.   The computer program product of claim 17, wherein the selection instructions for selecting an advertisement comprises search instructions for searching a database of advertisements and events associated with the advertisements.

21.   The computer program product of claim 17, wherein the local communicating

25   device is associated with the given environment by a factor selected from common location, common owner, or common user.

22.   The computer program product of claim 17, wherein the one or more physical parameter is selected from the group consisting of motion, position, voltage, temperature, light, volume, and combinations thereof.

5   23.   The computer program product of claim 17, wherein the identified local event is assigned an event code.

24.   The computer program product of claim 17, further comprising:

identification instructions for identifying a consumer profile associated with

10   the local communicating device; and

selection instructions for selecting an advertisement having a predetermined association with the local event detected and one or more aspect of the consumer profile.

15   25.   An advertisement provider computer for selecting advertisements to be transferred via the internet, comprising:

an advertising module executable at the advertisement provider computer, wherein the advertising module is configured to select an advertisement based on consumer activity within a given local environment and configured to transfer the

20   advertisement to the consumer.

26.   The advertisement provider computer of claim 25, wherein the advertising module is further configured to accept a consumer event code from the consumer.

25   27.   The advertisement provider computer of claim 25, wherein the advertising module is further configured to accept a content provider information, wherein the content provider information comprises content provider demographic information, and wherein the advertisement is selected on the basis of consumer activity and one or

more additional criteria selected from the group consisting of consumer demographic information and content provider demographic information.

28. The advertisement provider computer of claim 25, further comprising:

5   an advertisement database configured to store advertisement information.